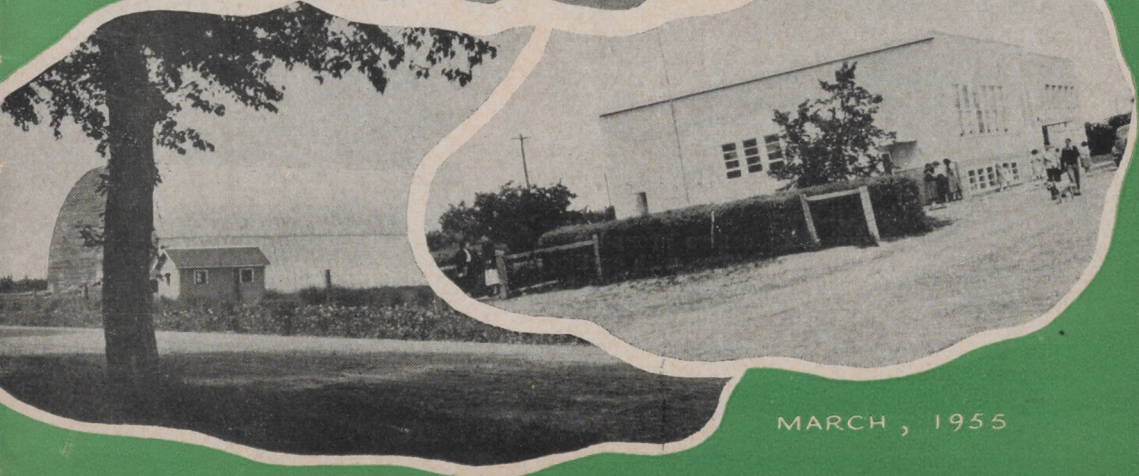


Contacts



MARCH, 1955

Saskatchewan Prairie Town Perpetuates Eaton Name on Map of Canada

When settlers went into new areas of the Canadian West, Eaton's Mail Order catalogue was an important part of their way of life. One Saskatchewan community decided to pay tribute to Eaton's by naming its little village "Eaton," and although today the residents of the town can't recall the details surrounding the selection of the name, they say that when the village was established in 1919 it was named "after Timothy Eaton."

But soon the mail for residents of Eaton became confused with mail going to the nearby town of Eston, on the same line of the Canadian National Railway. Postal authorities asked that the name be changed to "Eatonia"—and as Eatonia the community has flourished for more than three decades, and recently (1954) was incorporated as a town with a population of 525.

In recognition of the town's incorporation, our Company President, Mr. John David Eaton, suggested that our Mail Order use pictures of Eatonia on the cover of the new Spring and Summer 1955 Mail Order Catalogue. This idea has provided our Mail Order with a unique cover showing the Railway Station and the Main Street of this prairie town.

The site was originally surveyed in 1918, 169 miles southwest of Saskatoon, and in 1920 F. J. Corcoran was moved to Eatonia as the C.N.R. station agent. Today he combines his railway responsibilities with that of Mayor. Train service is limited to four mixed trains a week, which permits him to carry on the dual positions. Apparently he manages the affairs of the town very well because a recent report states that Eatonia is free of debt, has an assessment of \$320,000 and a tax rate of 51 mills.

Unlike some sections of the prairies where water is scanty, a "crystal clear spring" has been a plentiful source of water supply since before the town was established in 1919. More than half the town is serviced by water main and the council is now discussing the installation of a sewage system.

Further indications of the progressive state of this town, described as the "oasis of the prairies," are the fine big hockey arena, a very modern consolidated school for both public and high school students, four fine churches (Roman Catholic, Lutheran, Anglican and United), a two-storey hospital and well-treed streets and boulevards. (Note pictures on the cover of Contacts and elsewhere in this issue.)

Highway connections are very good in Eatonia and a daily bus provides service between the town and Saskatoon. For emergencies the residents call on neighbouring farmers who own private aircraft.

Activities of the town centre around the churches, fraternal lodges, arena, with curling a popular winter sport, and a very active 22-piece brass band. A Board of Trade was organized in 1919 and it continues to be very active in the town's behalf, and the weekly newspaper, "The Enterprise," was also established in 1919.



(Continued from Page Two)

Our Company has now attracted the attention of more than half of Canada's homes to this little western town by using coloured pictures of the station and the Main Street on the cover of the new catalogue. And every business man in Eatonia and all its Main Street residents received a colour print of the cover, courtesy of Eaton's of Canada.

Mayor Corcoran has written H. W. Lee, manager, M.O. Advertising, Toronto, thanking the Company for the photographs.

List of Pictures of Eatonia as shown on Page Two, Reading Down

Roman Catholic Church—This is the Roman Catholic Church in Eatonia, one of four churches in the prairie town.

Eastern Approach—Approaching Eatonia from the east, this is the scene that meets your eyes. Farm equipment is displayed at the Implement dealers along the street.

Shady Street—The town of Eatonia is noted for its well-treed streets and shady boulevards. This is 2nd Avenue West.

United Church—This pretty little frame church is where the people of the United Church worship in Eatonia. The town's population is of German and English descent and at present reports a slight housing shortage.

OUR COVER

Our cover this month pays tribute to the prairie town of Eatonia, in the heart of the grain belt. Legend says this town, originally called Eaton, was named for the founder of Canada's biggest mail order and retail organization. Shown top, left, the Lutheran Church; right, elevators and oil company buildings; centre, left, the Municipal Hospital; Eatonia C.N.R. station; lower left, the skating rink, and right, Consolidated School.



LAWN BOWLERS ELECT OFFICERS AND COMMITTEE

At a recent meeting held in the Staff Training Office, the general membership of the lawn bowlers recorded elections as follows:

Hon. President.....Mr. Bruce Sutherland
Past President.....Bill Stewart, Dept. 1
President.....Sam Poole, Dept. 15
Vice-President.....Bill Lord, Dept. 60
Treasurer.....Lil Greenberg, Dept. 116
Secretary.....Lorne Jackson, Dept. 118

Executive Committee— Alberta McSkimmings (103), Joe Palsson (60), Robena Campbell (175), Bill Summers (256), Jim Black (28), Percy Cook (122C).

"More Members" is the watchword for 1955—and it is hoped that this season there'll be a real spring and early summer so that the greens may be in use in good time.

NOTE—Eaton's will definitely be entering the City and Provincial Tournaments this season!

Membership Fee for Lawn Bowling: \$5.00

Membership forms may be obtained from Miss Greenberg, Department 116. Mail Order; also from Mr. D. McPherson, Employment Office, Store.

RETIRED MEN, LEND US YOUR EARS

Listen, chaps, WE NEED MEN! So, how about it? Bowling is as pleasant a pastime and as beneficial a mild exercise as you'll find. Maybe some of you have bowled, and just slacked up! How about coming out with the lawn bowlers—in the cool of the evening, the balmy twilight, on the green carpet so soft to the tootsies—to enjoy good fun and good company? Glad to have you!



'TIS A GREAT DAY FOR THE IRISH!

MARCH

17th

O Ireland, isn't it grand you look—
Like a bride in her rich adornin'!
And with all the pent-up love of
my heart,
I bid you the top o' the mornin'!

—John Locke, "The Exile's Return."





Top Left—Standing: Neville Jennings, Mac Jennings, Garth Gislason. Seated: Moyra Horne, Barbara Pope. Top Right—Standing: Mike Zarzycki, assistant director; Ray Monteith, business manager. Seated: Mildred Carlson, assistant director; Norrie Duthie, supervisory director; Gwen Jones, assistant director. Bottom Left: Arni Monk, David Swan, Jean McTavish. Bottom Right: Nellie Nichols, Maybelle Stutter, Sara Slusman, Doreen McKenzie.

The Eaton Theatre Guild Provides Bright Entertainment With 3 One-Act Plays

The acid test of "would you pay to see it" was applied to the work of our skilled Eaton amateurs at the Y.M.H.A. Auditorium, Wednesday evening, February 2, and the result was a resounding triumph for the Guild. A "good full house" paid to see three entertaining comedies—the middle one with a touch of pathos lurking behind it—and had a delightful time.

In "Send Her Victorious" both Neville Jennings as the harassed husband and Garth Gislason as the would-be-helpful friend, could have slowed up their speedy utterance and given their witty lines better clarity; both have very effective stage presence. As the slightly wacky faddist wife, Moyra Horne was at once suave, convincing, and blissfully unaware of being a nuisance; while Barbara Pope smartly and understandingly filled the role of friendly enemy to the hostess's wild plans. Max Jennings as the butler was, as usual, impressively adequate.—**Lively and enjoyable.**

In "Joint Owners in Spain" the dream-castle owners were elderly ladies in a home. Sara Slusman as Mrs. Fullerton, was amusingly all in a dither as she was hustled out of the scene by the "managing" director of the home, Mrs. Mitchell (Dor-

een McKenzie). Except for brief re-entrances by the latter, the play was then in the capable handling of querulous Miss Dyer (Maybelle Stutter) and fractious but somehow likeably determined Mrs. Blair (Nellie Nichols was splendid in this). A little clearer enunciation would have helped in Miss Stutter's lines but this probably was due to the unfamiliar acoustics of the hall.—**A notably competent performance.**

The Joan McTavish we saw in "The Invisible Worm" is far beyond the rather over-shy girl who charmed us last year in "You Can't Take It With You." She carried a very modern and sophisticated part fluently, with a natural air and pleasingly clear lines. Arni Monk as the victim of a borrowed idea of "the uselessness of it all" was wonderfully able to carry us with

(Continued on Page Five)



Heard with Pleasure at
the Theatre Guild Night . . .

THE BLUE SISTERS— Ollie, Marie and Lydia

Young songstresses with a bright future, and with an adventurous past from which they fortunately escaped with their family. At the tender ages of six to two years, these three little Polish girls, with their father and mother, were sent into Siberia for nearly two years by the Russians. Later when Germany attacked Russia, the father was sent into action with the Polish army and fought in Palestine and Italy. Meanwhile, the mother and girls, after being freed, went through Persia to Karachi in Pakistan, then to Tanganyika in British East Africa, near the famous Mount Kilimanjaro, for six years. After the war they were able to join their father in England where they stayed five years, and have now been in Canada two years.

Marie and Ollie work in our Mail Order, and the trio are hard at work improving their Canadian speech and their singing. Harold Price accompanies them at the piano, and is helping them practise, we hear. Good work, Harold, and good luck, girls!

EATON EMPLOYEES' CHARITABLE FUND DONATIONS

As announced by your committee, your steady contributions have enabled two splendid donations since our magazine last appeared.

\$1500.00

To the Manitoba March of Dimes

Sponsored by the Society for Crippled Children and devoted to the treatment of Polio.

\$8000.00

to the Manitoba Division, Canadian Red Cross

Thanks, Eatonians, for making it possible to help these and other causes so generously!

PLAYHOUSE

April 11, 12—Monday, Tuesday

THE EATON THEATRE GUILD

Presents

"THE LATE CHRISTOPHER BEAN"

Directed by Moray Sinclair

Watch the notice boards for fuller details and news of ticket sales.

Plan Now to Make Up a Party
for This!

The Eaton Theatre Guild

(Continued from Page Four)

him through the fog of his mind. Dave Swan as the doctor friend, "played along" with the gag so convincingly it was no surprise to the audience when he, too, succumbed to the plot of the play, along with the other two.—Modern, witty, well acted.

All three plays were under the supervision of Miss Norrie Duthie; Miss Gwen Jones, Miss Mildred Carlson and Mike Zarzycki directing the plays in that order. Staging was in the hands of hard-working

Neville Jennings, with Glen Woods and Jim Spencer. Costumes, Joan McTavish and Frances Tease (president). Prompters, Mike Zarzycki and Frances Tease. Make-up, Shirley Phipps, Jan Seguin, Una McKenzie, Terry Bennett, Dorothy Campbell and Audrey Haysom.

Others on the committee are Joe Leighton (past president), Ray Monteith (business manager).



Top Row—Left to Right: Mr. C. Grewar (35th); Mr. J. Baxter (25th).
Second Row—Mr. J. Donaghy (25th); Mr. D. W. Leckie (25th); Mr. C. Simpson (40th).

40th Anniversary

CHRISTIAN SIMPSON

Four years in M.O. Paints (including two years of army service, mostly overseas, in the Great War), seven years with M.O. Packing, and the last 29 years with Store Paint Department (now 974 Economy Paints) is the Eaton long-service record of Winnipeg-born, Chris Simpson.

His 40th anniversary was celebrated February 2, and his colleagues presented him with an electric power drill combination. Later, at a stag party in his honour at the Concordia Club, he received other personal gifts. Fishing, photography and mechanical hobby-craft are Chris's favourite recreational occupations, giving him both outdoor and indoor interest and relaxation.

35 Years With Eaton's

CHARLES GREWAR

Born in Forfarshire (now called Angus County) in Scotland, Mr. Grewar was 14 years with Freight Transport, seven with Delivery, and has been back with the former department for the last 14 years, celebrating his anniversary on February 16.

Married, he has a daughter, Gladys (Mrs. J. Hutchinson), and a son, Arthur. On behalf of the department Mr. A. Arnason presented Charlie with a mantel radio to mark his long-service achievement. For many years Mr. Grewar took active part in the Scottish sports, heaving the shot and throwing the hammer. For active relaxation nowadays he likes gardening.

Welcome to the Eaton Quarter-Century Club

JOHN A. BAXTER

Hailing from Dauphin, Man., Jack Baxter spent a two-months' initiation to Eaton's in the M.O. Adjusting, and the remainder of his 25 years has been with the Store Sporting Goods where he is now assistant. Married to the former Isabel Wilson, of M.O. Superintendent's Office, he has two boys, Kerry and Ross.

On Wednesday, February 2, prior to his anniversary date of February 4, a department party was held at St. Vital Hotel in his honour. Mr. F. N. Cowley, manager, presented Jack with a mantel radio on behalf of his colleagues; and on Friday numerous personal gifts and many good-will visits and messages added to the day's excitement.

The family's summer camp at Gull Lake provides Jack with both work and rest, and

he also likes to go fishing and hunting (and who has a better knowledge of the needed equipment?).

JOSEPH DONAGHY

What better place for an Eatonian to be born than Ballymena, County Antrim, Ireland? Mr. Donaghy proudly lists it as his birthplace. His quarter-century of service, celebrated on February 8, has all been with Customers' Decorating (where he is now assistant), with time out for four years' service with R.C.-E.M.E., rank of sergeant, in World War II.

A stag party was held in his honour at the Norwood Credit Hall when he was presented with half a dozen stools for his beach cottage, which by the way, he has built himself. Personal gifts and messages added to the glamour

(Continued on Page Seven)

Buying for Business!

Mr. G. B. Scrivener, Manager, Women's Coats and Suits, Addresses Assistants' Association

"A rose is a rose is a rose," said the much-quoted Gertie Stein; and "A Buying Trip Is a Buying Trip" might well have been the theme of the speaker's address to the Assistants at their meeting on Monday, February 7, in the Grill Room.

Preparing for and carrying out a buying trip for the Company, it was abundantly evident from Mr. Scrivener's clearly developed talk, is vastly different from "just a trip" to the buying centres—because buying trips are actually selling trips—what one buys has to be sold and must sell well to be successful!

Before a buyer sets foot on the train or plane which carries him to the far-away markets, lots of advance work is needed. Records of the department's sales for the previous similar season are reviewed and tabulated. Sheets must be compiled, notes assembled and arranged. Even when one arrives in these busy eastern cities a continuous program of seeing samples and visiting suppliers goes on, and many evenings are spent writing up the day's orders or reviewing what has been seen and making decisions about orders to be placed. When our buyer arrives back in Winnipeg he still must devote a great deal of time to completing the details of buying and shipping. Hard work though these buying trips may be, a buyer loves every bit of it.

Mr. S. Marshall, president of the Association, thanked the speaker. The group then saw the film of the Gold Cup golf final played on a Vancouver course last summer—Al Beavis doing his customary good job as projectionist.



Quarter-Century Club

(Continued from Page Six)

of his anniversary day, including a message from Mr. C. S. Carswell, manager, who was on a buying trip.

Married to the former Nettie Olsen of the Corsetry Department, Mr. Donaghy has one son, Thomas Graham. Likes golf and is a member of St. Boniface Club.

DAVID WRIGHT LECKIE

Five and a half years with the 3rd Field Regiment (five years overseas) where he attained the rank of Battery Sergeant-Major and was mentioned in despatches, were included in Dave's experiences before he joined Eaton's Shirt Factory. He was foreman there until the factory closed two years ago, and has since been with the Bag Factory. Married to Peggy Wilson of the Cash Office, they have four children, Helen, Isabel, Heather and Janis.

Previous to his anniversary on February 13, Mr. Leckie was presented with a portable gasoline stove and picnic basket outfit; roses were presented to Mrs. Leckie. On the Saturday night Mr. Jackson (retired Shirt Factory manager) and Mrs. Jackson held a party in his honour, special guests being Dave's close friend and former co-worker, Mr. Verdeil, and Mrs. Verdeil.

Member of the Canadian Legion and the Reserve Army, five years on Valour Road Legion executive, three years on Chalmers Church board, R.Q.M.S. of 39th Field Regiment (Res.), Dave in his younger days played amateur and semi-pro soccer in Glasgow and Detroit, and was a member of Eaton's football team for some years. Now likes fishing trips and woodworking.

TICKETS NOW ON SALE . . .

At Public Relations Office, Sixth Floor; until Thursday Store Closing.

Book Your Seats Early!



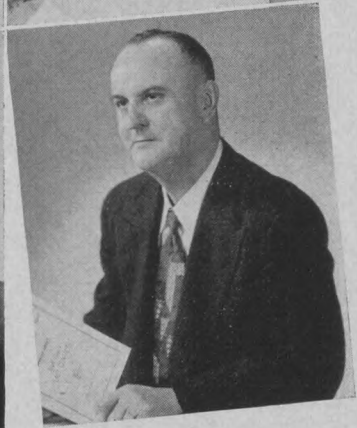
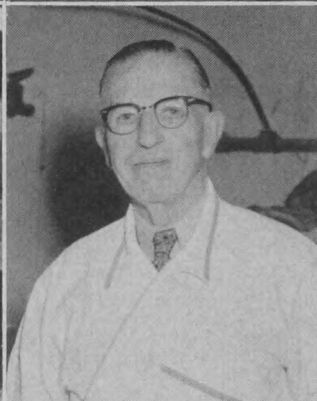
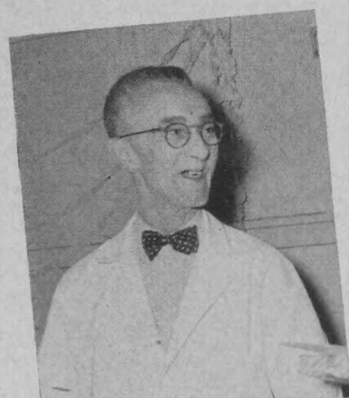
Dorothy Maynor

Guest Artist

DOROTHY MAYNOR, Soprano

**EATON NIGHT at
THE SYMPHONY**

**Thursday, March 10, at the
AUDITORIUM**



Top Row—Left to Right: Mr. W. F. Weymouth, Mr. H. J. Campbell, Mr. S. Acheson.

Second Row—Mrs. N. Kautz, Mr. G. J. Woodward, Mrs. E. Neely.

Bottom Row—Mr. W. P. Miller, Mrs. R. Holgate, Mr. W. Paige.

Colleagues Honour Nine on Retirement

WALTER PAIGE. Contacts especially will miss this member of the Printing Composing Room staff, for Walter for many years guided the make-up of the Winnipeg staff magazine and his help is gratefully acknowledged by all its succession of editors. Walter had com-

Eight

pleted nearly 32 years of Eaton service. A steamer trunk was the gift of his department colleagues, though we couldn't get Walter to admit yet that he's going on a world tour. Anyway, all our most cordial wishes for a healthful, happy retirement, old friend!

Retirements—Continued

S. ACHESON. Dating his service for over 15 years, since December 1939, Mr. S. Acheson of the Fireplace and Mantel Section of the Electricals retired on January 19. On behalf of the department, Mr. A. Hewish, manager, presented Mr. Acheson with a Gladstone bag — a very appropriate gift as, we understand, he is enjoying a good holiday "down east" to start his leisure years.

WALTER P. (Dusty) MILLER whose 35th anniversary was recorded in our last July issue, retired from the M.O. Children's Wear on January 25. A handsome wrist watch was the department's gift to this popular departing member, and a number of personal gifts accompanied it.

MRS. R. HOLGATE, a member of the Printing Department staff since November, 1928—over 26 years—retired on January 28. On behalf of the department she was presented with a set of glittering rhinestone jewellery—necklet, earrings and pin. "All the best" was wished to her for her coming stay at the west coast.

MRS. N. KAUTZ. The Dress Workroom staff gathered on February 1 to honour Mrs. Kautz who was retiring that day after over seven years' Eaton service. To mark their regard the department presented her with a number of personal gifts.

MRS. E. NEELY. Over eight years' regular Eaton service came to an end when Mrs. Neely retired on February 1 from the Grill Room kitchen. A wallet with currency from the department, a hand bag from the section girls and personal gifts added to the many good wishes for a happy future.

H. J. CAMPBELL. Nearly 30 years' service had been "chalked up" by Mr. Campbell of the Receiving staff when his retirement date of February 12 rolled around. Mr. Tom Giles made the presentation on behalf of Mr. Campbell's co-workers, of a luggage set, and all best wishes for good holiday use of it accompanied the gift.

W. F. WEYMOUTH. The Grocery Department lost one of its valued members on February 12 when Mr. Weymouth left after close to 32 years' continuous service with the Company. On behalf of the department, Mr. G. B. Douglass presented him that Saturday morning, with a wallet well filled, to accompany their wishes for happy and enjoyable years ahead.

MR. G. J. WOODWARD. Third Floor Meats will miss the regular appearance of Mr. Woodward who has been serving Eaton customers since September, 1929—over a quarter of a century. Saturday morning, February 12, in the absence of Mr. Morrow, Mr. T. Kirbyson presented George with a mantel radio on behalf of the staff, and accompanied it with their sincere wishes for a happy leisure time.

IN THIS CHANGEABLE WEATHER, GUARD YOUR HEALTH!

We think it a good time just now to briefly repeat what was said in picture and verse on the back covers of last year's March and April Contacts:

To Avoid Catching Cold

Avoid people with colds; avoid overwork, late hours. Eat the right foods; get exercise, fresh air, sunshine. Keep feet warm and dry; keep out of drafts. GET PLENTY OF SLEEP!

If You've Got a Cold

Get to bed and rest. Eat light meals, nourishing foods; drink water, fruit juices, soups. Stifle coughs and sneezes in hankie or tissue. IF YOU HAVE FEVER, aches, a racking cough for a day or more, especially if sputum is rust colour, CALL A DOCTOR!



Getting Ready to Enjoy Summer . . .

and, in Fact, to Get Fun and Exercise All Year!

Over a Hundred Join the Women's Swimming Class, Tuesdays

For the nominal sum of a dollar, over a hundred have taken advantage of the opportunity afforded by this class — and how wise! Think of the grand feeling of safety in knowing how to swim, and the many occasions when ability to swim will add to your outdoors enjoyment!

The class is held each Tuesday at 5:30 p.m., and is under the direction of Mr. Bruce McIntosh, of the Canadian Red Cross, with a number of competent instructors.

Anyone who did not get in on the registration by February 15 or since, and would like to join the class, please get in touch with Employment Office, Second Floor, Store.



Top Left—Mr. L. Wimble presents the autographed souvenir catalogue to Mr. J. Hughes. Right—Mr. E. R. Tennant relates a happy anecdote. Other pictures, scenes at the dinner and dance.

Printing Department Dinner and Dance

Friday evening, February 11, the Printing Department staff, with wives and husbands, enjoyed a reception, dinner and dance at the St. Charles Hotel. Over 150 attended to commemorate the occasion of the "wrapping up" of the last catalogue to be issued here and the imminent departure of some of the staff to the new Murray plant at Toronto.

A number of retired staff members attended, and special guests were Mr. E. R. Tennant, retired Printing manager, and Mrs. Tennant; Mr. Bruce Sutherland, Personnel manager, and Mrs. Sutherland; Mr. F. Eades, department manager, Employment, and Mrs. Eades; Mr. W. E. Gray, Contacts, and former Catalogue Advertising manager, and Mrs. Gray.

Mr. Charlie Peters, assistant, was the witty and capable chairman; and when the time for the brief speeches came, called upon Mr. Len Wimble, department manager, to make a presentation to Mr. Jack Hughes, manager. This proved to be a copy of the "last book," bound in red morocco leather with an illuminated address on the fly leaf and the signatures of all the Printing staff.

In accepting this souvenir and their good wishes, Mr. Hughes referred to the flood they

had conquered together — and the "earthquake" now happening—and wished them, in turn, every good thing for the future.

Mr. Tennant and others also spoke, recalling the past distant days and wishing every success to the Company's great new project and to all the staff staying in Winnipeg and those going east.

During the dinner Bert Kilgour did his usual splendid job at the piano, and Mr. Poulin, Mrs. Meilimak and Mr. B. Sutherland in turn led the happy sing-songs with everyone joining in most heartily. A very enjoyable dance followed until the "witching hour" of midnight came all too soon. A novelty guitar and harmonica turn by Mr. P. Munson was a feature.

Hearty thanks to the hard-working committee, especially for those pretty corsages for the ladies!



Puck Patter By Walter McDonald

Our regular hockey schedule is over now. Sudden-death semi-finals were held on Friday, February 19. Rockets bowed out to Red Wings on a 4 to 2 goal count, and Vikings overwhelmed Gremlins with a decisive 8 to 3. Therefore, it's last year's finalists to meet once again . . . and this time Red Wings will have to overcome a hot club to beat Vikings, I believe. With Booster Night come and gone, the first match of this best-of-three play-off should be March 5—watch the notice boards. By the way, let's say right here we believe you'll get a thrill out of these play-offs—the men have now reached top shape and are fast and tricky! We'll be hoping to see you at the Olympic Rink!

Now, here are those long-promised statistics as to games played, won and lost, goalies' averages and the high scoring aces. Worth noting: Gremlins were the only team who fielded the same goalkeeper all season—and it wasn't because the opponents' shooting was bad, either!

| | Won | Lost | Goals For | Goals Against | Goalies' Avg. |
|-----------------|-----|------|-----------|---------------|---------------|
| Red Wings | 7 | 1 | 45 | 18 | 2.25 |
| Gremlins | 5 | 3 | 43 | 31 | 3.87 |
| Vikings | 4 | 4 | 48 | 30 | 3.75 |
| Rockets | 0 | 8 | 13 | 69 | 8.62 |

High Scorers (10 Points and Over)

| Player and Team | Goals | Assists | Points |
|--------------------------------|-------|---------|--------|
| Bill Predinchuk, Gremlins..... | 18 | 6 | 24 |
| Porky Campbell, Red Wings..... | 14 | 7 | 21 |
| Larry Domanski, Vikings..... | 11 | 4 | 15 |
| Harry Condon, Red Wings..... | 6 | 7 | 13 |
| Ted Creran, Red Wings..... | 8 | 4 | 12 |
| Cliff Krivak, Gremlins..... | 5 | 5 | 10 |

In closing, we would like to pass on to Rollie and Mrs. Campbell the congratulations of his fellow-players in the hockey league, on the birth of their first child, a son, David Charles. David weighed in at a husky 9½ lb. so we guess he'll be a hockey player, all right!

Back next month with the story of Booster Night—and more about the finals. Again, watch for the dates. Come and see the finals for fast fun!

They Like Winnipeg . . . and Eaton's

In our Christmas issue we reported the visit to Winnipeg, sponsored by the Company, of a large group of 4-H Club members, and what had been done to entertain them and afford them more knowledge in their club program.

That their visit did both please and help them is evident from the numerous letters received by Mr. A. W. P. Harrison, of the Mail Order Office supervision. We can just quote here and there from the many:

"I was really proud to be the girl chosen. . . . It is a wonderful movement, a growing asset for youth and a stable foundation for our men and women of tomorrow."

"Am very grateful to Eaton's, the Government Extension Service and everyone who helped. . . . shall always treasure that souvenir as a memento of 4-H Club Week."

"Glad to have been able to bring such a good report back to my club. . . . Thank you for making this trip possible."

"Enjoyed myself and also learned things I might not have known except for this trip."

"The trip proved very enjoyable and very educational; everyone so friendly and hospitable."

"It was a pleasure to visit all those places I would never have expected to see otherwise; and at the same time meet friends and relatives in the city."

"Thanks for the great assistance you give this valuable project. . . . you are doing a wonderful thing."

"It was the best trip I have ever been on. . . . the first big hockey game I have seen."

And may we say, "in this day and age," it's not only good they enjoyed it, but also that they wrote so nicely expressing their thanks. Good work, 4-H Clubs!—Ed.

Thrill of a Lifetime . . .

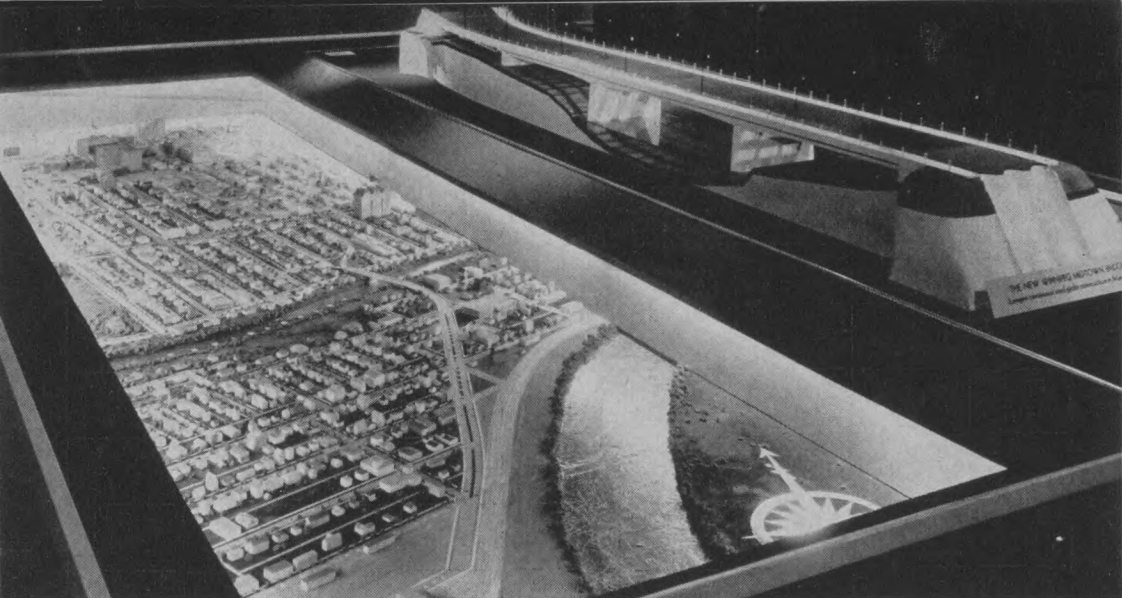
and one no doubt he would have willingly passed up, came recently to Eaton driver John Fortune. He was a victim of the bank robbers at the Donald and Broadway branch of the Toronto-Dominion Bank, Monday morning, February 14, when making a delivery, and spent some time with others penned in the basement.

The quick apprehension and sentencing of the three robbers was a very welcome finish to this startling incident; and fortunately, no violence was done to any of those trapped by the desperadoes.

Telephone Tip — to Help Our Customers Get Best Service

If you have taken or put through a call on your department turret or order-table board, be alert to see that all keys used in your lines are restored to normal position when the call is finished. Only by doing this can you ensure "total recall" that puts the customer again in touch with the main switchboard. Your co-operation is valuable, and will be appreciated.





'Twas Bonspiel Week At Eaton's

For many years the Winnipeg Bonspiel has been a February fixture that is the outstanding sports event of the Canadian scene. For many years, too, when railroads were a-building, when roads were very poor and not numerous, and when the auto was only at its beginnings, the bonspiel was the opportunity of families from far and wide to come to Winnipeg to see the 'spiel, the sights, the stores . . . to make holiday and to shop.

Year after year, in the Eaton Store, have been provided remarkable "treats" for the visitors—and for Winnipeegers too. Exhibits, menageries, youth club demonstrations, working models (such as the Hydro developments) and many, many other major attractions, as well as departmental merchandising and service displays and seasonable sales.

This year, again, outside the area of business-getting promotions, Eaton's, as usual, made special efforts to entertain and interest the many visitors to the Store. The chief display was the magnificent model of the Winnipeg Midtown Bridge now under construction, and the plan of the route it will take through the city centre . . . as is shown at top of this page. Another was a splendidly executed illuminated graphic display of Canada's newest and largest blast furnace at Hamilton, Ont., which consumes 2800 tons of iron ore, 1300 tons of coke, and 600 tons of limestone to produce 1400 tons of pig iron per day—using 5600 tons of pre-heated air in the process.

Then there were the fascinating working demonstrations — members of the Canadian Handicraft Guild expertly using the potter's wheel—one of the oldest of man's working tools—to fashion pots and vases; glass-cutters ornamenting glass blanks; a wall-paper hanging demonstration, and a textile demonstration in the Household Bedding. These are all shown in the pictures opposite and right. The grand display of the bonspiel "jewellery" and prizes shown, was also a Store feature; furniture upholstering, furniture cover-making, textile technique, and the models and architects' plans for the world-wide contest for new home ideas. Also kitchen gadgets, cooking, hobbycraft and professional power tools. The "Silex" ventriloquist was a favourite.

A week to reward the visitors to our Store—to give them memories of something above and beyond the shopping values for which they know us—the kind of presentations that make Bonspiel Week a Big Week at Eaton's!



Eaton's Mixed Five-Pin Bowling League

By VERA McCAW

With the second series all over February 1, we are in the home stretch; and for those not yet in the winners' circle, 'tis now or never for this season. Again it was a fight to the finish, with one game and even total pins proving important, but results show six new winners and here they are along with all records on hand February 15:

| 2nd Series Winners | Women's High Game | Women's High Three | Men's High Game | Men's High Three | Team High Game | Team High Three | Women's High Average | Men's High Average |
|-----------------------------|-----------------------------------|--------------------------------------|------------------------------------|-----------------------------------|-------------------|------------------------------------|----------------------------------|--------------------------------------|
| Div. 1 Skippers | T. Kimak (Outlaws) 385 | D. Pankhurst Pats Punchers 869 | A. Farquhar (Jokers) 421 | W. Webster (Skippers) 931 | Outlaws 1338 | Jay Dees (Scratch Game) 3514 | B. Greenwood (Set-Ups) 217 | S. Sigvaldason (Sparklers) 239 |
| Div. 2 Merrimacs | M. Montford (Lafalots) 430 | M. Montford (Lafalots) 995 | T. Scott (Scotties) 378 | A. Inglis (Drivers) 932 | Lafalots 1315 | Lafalots 3591 | G. Lynes (Scotties) 193 | C. Napier (Five Spots) 215 |
| Div. 3 Tegos | D. Jenner (Meteors) 373 | D. Hardiman (Monarchs) 874 | F. Maire (Eagles) 397 | F. Swonnell (Monarchs) 907 | Wiggetts 1299 | Eagles 3438 | D. Monchak (Wiggetts) 205 | A. Gable (Try Hards) 204 |
| Div. 4 Budgeteers | R. Zaste (Head Pins) 385 | J. Miller (Budgeteers) 911 | W. Mitchell (Jeeps) 357 | G. Forster (Alley Byes) 908 | Jeeps 1225 | Budgeteers 3203 | J. Fairhall (Dandies) 211 | B. Insch (Majors) 206 |
| Div. 5 Blazers | P. McDowell (Whispers) 373 | L. Aylen (Nationals) 834 | A. Thauberger (W-Niners) 369 | J. Reid (Rovers) 937 | Zeros 1188 | Zeros 3229 | J. Bain (Five Sports) 179 | A. Thauberger (W-Niners) 211 |
| Div. 6 Ramblers | S. Ratinsky (Ink Spots) 373 | F. Skryha (F. Imps) 835 | M. Kubara (King Pins) 366 | C. Saunders (Ramblers) 855 | Ramblers 1138 | Ink Spots 2965 | Y. Meuller (Minx) 183 | B. McAlpine (Sirloins) 198 |

Much as we would like to, we just haven't the space for all the top-notch scores, so here are the highlights:

Division One—Anne Anderson, 828 (338); Joe Green, 818 (293); Viv Legace, 800 (303); Jack Day, 773 (271), 723 (259); Lloyd Waddell, 762 (307); Bob Clarke, 757 (298); Anne McCaffrey, 747 (268); Cy Scarr, 744 (329); Addie Thomson, 737 (267); Bernice Morley, 727 (279); Grace Landry, 722 (321); Dutch McGurk, 721 (280); Bob McQuarrie, 720 (293); Amy Irvine, 719 (268); Betty Meiklejohn, 717 (342, 268); Sig Sigvaldason, 713, 696 (288, 264, 245); Kay St. Jean, 707 (288); Betty Greenwood, 704, 699 (318, 270); Del Pankhurst, 703 (271); Pat Fellows, 697 (303); Ruth Onhauser, 696 (270); Terry Kimak, 694, 809 (321, 276); George Firth, 327; Al Farquhar, 298; Hary Sheidow, 298; Hazel Tarry, 297; Mary Matthews, 271; Mary Bodrug, 269, 262; Gord Quinn, 264.

Division Two—Cy Napier, 773, 660 (288, 269); Tom Scott, 786 (342, 270); Flo Paget, 754 (306, 288); Walter Mills, 731 (284); Dave Mackie, 711 (309); Dot Claque, 699 (282); Clarence Saunders, 697 (261); Don McColl, 690 (308); Art Wright, 685 (277); Grace Lynes, 677; Bill Hogg, 688 (329); Millie Barker, 664, 658 (269, 241); Mary Montford, 665, 640 (255); P. Lentle, 650 (276); M. King, 272; J. McKendrick, 267.

Division Three—George Huntington, 749, 723 (346, 267, 264); Joyce Pincosky, 746 (333); Jim Torbet, 737 (257); Betty Stevenson, 707 (312); Janet Kirkwood, 701 (251); Forbes Grascick, 698; Kay Graham, 687; Donna Monchak, 654, 660; John Lemmen, 680, 656; J. Hadjuk, 672; Elsie Craig, 666; Ruth Evans, 655; Bernice Lutz, 651.

Division Four—Jean Miller, 759, 702, 695, 682 (323, 268, 266, 249); Norm Hawkhead, 753

(260, 255, 238); Rita Leclair, 739 (319, 313, 269); George Niven, 735 (290); Roseanne Lemoine, 717 (248, 246, 223); Bob Simpson, 701 (242); Pete Helland, 691 (247); Jean Fairhall, 686 (307, 280); Bill Mitchell, 685 (305, 318); Dot Martin, 667 (237); Marion Murray, 666 (299); Ann Longmuir, 661 (249, 248); Maurice Roscoe, 657 (285); Dot Chambers, 656 (241); Stella Hawkins, 652 (307); Bud Insch, 653 (264); Gwen Jones, 648 (288); Jim Hobday, 647; Rodger DesRosier, 637 (249); Lil Browne, 267; Gord Forster, 261.

Division Five—Jim Reid, 850 (309, 273, 268, 291); Alex Thauberger, 752 (275, 240, 237); Lilian Aylen, 705 (280, 221, 204); Joan Aylen, 689 (247, 226, 217); Joyce Bain, 681 (241, 228, 212); Merwyn McKenzie, 668, 650 (287, 245, 242); Frank Crosley, 657 (240); Pearl McDowell, 650 (373); Art Harrop, 648, 632, 630 (265, 229, 216, 201); Jim Stewart, 648 (229); Andy Dorrian, 644 (251); Ted Black, 639 (275, 273); Harry Evans, 631 (239, 204); Madeline Dheere, 630 (245, 240); Flo Park, 260.

Division Six—Bas McAlpine, 696 (256, 233, 207), 654 (252, 201, 201), 624 (256, 207); Dan Thorlakson, 670 (240, 216, 214); Joyce Briggs, 648 (261, 200); Dave Olford, 636 (216, 211, 209); Ly Hollingsworth, 626 (227, 222); Chas. Saunders, 624 (256, 219, 207); Dave Gray, 623 (263, 230, 217, 205); Walt McDonald, 619 (242); Winnie Bell, 293; Helen Trafak, 251; Roger Leveille, 251; Mike Kubara, 237, 233; Lorraine Crozier, 234, 201; Barbara Kent, 233; Don Costen, 230; Selma Mackie, 229; Bruce Wallace, 229; B. Briggs, 218; Winnie Johnson, 206; Fay Skryha, 205.

Keep trying and good luck to you all!

The March Winds Do Blow—and We Shall Have Snow . . .

Never yet was a Springtime,
Late though lingered the snow,
That the sap stirred not at the whisper
Of the southwind, sweet and low;
Never yet was a Springtime
When the buds forgot to blow.

There's always hope, there's promise!

No sorrow ever held a crocus back.

The rigid earth revives, day breaks;
tomorrow

Deliberate, comes down the starry track.

With The Eaton Curlers

Since we last wrote, the weatherman was consistently kind to the curlers, even if most of us mortals would have settled for several degrees warmer. However, the ice held—right up to the end of the bonspiel week when the ladies' curling took over (see notes on that below).

The men's curling groups have been going ahead steadily cleaning off the fixtures and heading towards their respective league finishes. We note by the posting of the two-a-week groups that these five groups have completed three of the four rounds and are well ahead on the fourth. After that will come the prize-draw round, and then the play-offs. So go to it, fellows—and may the weatherman bring back good enough frost to keep that ice in shape and the old rocks sliding!

Six Eaton Rinks in Men's 'Spiei

It's fun—but it's work—going into the big Winnipeg Bonspiel, because even if you're "bumped" out of one contest you're automatically in another; so those two dozen Eatonians who entered should be congratulated on their willingness to work at it, and the fact that their entries made just that many more rinks and games in the world's biggest 'spiel.

W. Wilkinson's rink (all of them from 1100 Department, Grill Room staff) made the best showing. Rink was: W. Wilkinson, A. Binnie, R. Briscoe, R. Wannick. They won 8, lost 5; incidentally, beating another Eaton team (Collins' rink) in the Canada Packers; also vanquished the noted Stannard rink in the Ganong's draw; and it took the famous Welsh rink to edge them out of the 16's.



The Mellis rink: A. Mellis, R. E. Herriot, W. Odell and F. Eades, played ten, won four. Collins rink: R. Collins, A. McFadzean, D. Tomes, S. Johnson, played 11 well-contested games, winning five. Glazier and Burns rinks won only two and one respectively, but they also made the others work hard to win. The rinks: G. Glazier, J. Smith, D. Marino, S. McCallum; D. Burns, C. Brusegard, M. Casselman, A. Lennox.

Winning five out of ten, the Lentle rink also say they had mostly close finishes and altogether had a very satisfying run: S. Lentle, A. Boyd, H. Dale, W. Dale. Well, again, nice going men, and better luck next bonspiel.

Second Annual Novelty 'Spiei Under Way

About 40 rinks were on hand Saturday evening, February 19, to start this event, and others lining up. Three shifts of ten rinks per evening, on eight-end knock-out draws—plenty of fun and excitement.

LADIES' CURLING CLUB ENTERTAINS VISITING CURLERS FROM SELKIRK

It was a great evening—and with ice that proved well worth waiting for after those long weeks of lagging winter! The ice was keen, and so were the players—at least just enough so to give a fighting edge, as they say, to the play! President Ethel Smith led her rinks with verve and energy, but Mrs. Stovell's Selkirk rink garnered most points and the novelty prizes. Consolation awards also went to Mrs. Sebastian's Selkirk rink which really had a jinxed evening and "couldn't get on the board."

All the gathering were then treated by the Company to a tasty and revitalizing buffet supper, while sing-songs (with Miss Muriel Fraser at the piano) wound up a very pleasant meeting. Come on, other "dates!"

FOUR EATON RINKS IN WOMEN'S BONSPIEL THIS YEAR

That few days of mild weather we had at the time (hard to believe it as we write now) made it a bit hard on the ladies in the Winnipeg Bonspiel, but a wonderful time is reported by all the Eaton entrants.

The Lancaster rink—J. Lancaster, skip; M. Pfeifer, N. Shulhan, R. Thorburn—made the best showing, getting 11 games by winning eight, losing three. They got to the eight's of the important Mitchell-Copp event before being overcome.

Next best was the rink with Skip J. Kerr, S. Buckman, J. Ingram, E. Smith, which won three and lost three. V. Walsh, skip, with F. Goldie, D. Clarke, E. Gordon, won two and lost five; while M. Doyle's rink of R. Fraser, M. Thompson and F. Park, earned one victory and lost six—some narrowly, of course, like all the rest. Nice going, ladies; good to see those Eaton rinks in the big event!

ICE SAFETY TIPS

Sooner than we think, the rivers and lakes, frozen so hard, will become unsafe. NOW is the time to take note ourselves, and to warn our children, of the dangers the river ice in this city brings at winter break-up. Prevention is worth more than all the knowledge of what to do or try to do after an accident has happened. Keep them away from the rivers.

Eaton's Alamo Club Finishes Square-Dance Season in Gay Mood

A banner night of fun and dancing was enjoyed by the Alamo dancers and their guests at Scott Memorial Hall on Wednesday, February 2, when Earl Grey Community Club dancers, the West Kildonan Club and the Bourkevale Club from St. James were entertained. Ten squares of guests in addition to the Alamo members made a memorable party. Refreshments were provided by the host club.

Final dance of the season was held by the Alamo Club on Wednesday, February 9, from which we show these pictures.

In "calling it a day" for the time being, President Tom Lowe says that the club members are glad to know that they have done their part in spreading the now internationally popular square dances, as several dozen enthusiasts owe their welcome and teaching to the club and its members.



Warehouse Efficiency Contest - 3rd Round

Counting this round, the top three to date were as follows: 253, third round 93, to date 284; 272, third round 92, to date 282; 181, third round 93, to date 279. Thus Hardwares, Floor Coverings and Furniture Delivery lead, but others are pressing them hard.

The housekeeping in general is of a very high order and the judges were pleased all-around. High scorers, by the way, for the third round, were not the above — for Carpet Workroom notched 98, Radio and TV Repairs 95, and Electric Refrigerators and Pianos, etc., both made 94. So it's quite evident that nobody yet has it "in the bag."

BONSPIEL NOTE: The winner of the Eaton trophy, major bonspiel objective, was skip Norman Houck. Norman was an Eaton Junior Executive from St. James Collegiate. Also a member of this rink was Dale Snyder, a university grad, who works spare-time in our Men's Furnishings. Congratulations to the Houck rink!

SPEAKING OF BUILDING . . . and building well . . . did somebody say "that's for the birds?" A find by J. Renwick, of the Carpenter Shop, pointed this up. While working in the Sausage Factory in No. 3 Building, tucked right away snugly behind the top of a column was a pigeon's nest, still strong and firm. Long time since the pigeons lived there—when there was grain in the stables!

➡ SPEAKING OF TEEN-AGERS

. . . Who was? Well, we are . . . and we believe that here is one who must have been a problem child then like our young folk are today! You guessed it—this is Alex Patterson, tall as ever in his early teens. But a problem? Well, how come an Irish lad with so rich a brogue would "doll up" like a Hielan' Laird, and speak with a "burr." 'Twas family possessions, we hear, so maybe Bonnie Scotland can claim a wee share o' Alex, too?

SPEAKING OF GOOD WORK

. . . somebody has tipped us off to a new saying that "An Expert is one who has found out by painful personal experience all the mistakes one can make in a very narrow field." Well, the moral of this seems to be, "We live—and should learn!"



Fishes of Manitoba

ARTICLE 2 OF "FISH-OLO-GEE" By ARNI COOPER

Let us begin this article by presenting a few simple scientific facts about fish. Fish to live must breathe dissolved oxygen in pure water in place of air. In this process the fish throws off carbon dioxide.

Other forms of aquatic life, also decaying vegetation throw off gases. Plenty of plant life and vegetation must be present as plant life utilizes the waste gases and throws off a great amount of oxygen.

FISH ARE BACKBONED ANIMALS

They live in the water and cannot live long out of it; they breathe dissolved oxygen from pure water by means of gills, and have fins instead of limbs to aid them in locomotion.

THE FISH'S SKIN IS ALIVE

The very outermost covering, the covering which comes in contact with the great world, is composed of living cells. This is not the case with us, for the living part of our skin is covered with several layers of hardened cells which, although transparent, are completely dead. Why can the fish expose its living cells to the world while we cannot? The reason is very simple. Cells can only live in a liquid medium. This holds true of all cells, plants and animal, from bacteria to human. Any of our cells which are exposed permanently to the air will die. But the fish lives in water. The liquid medium which his cells need for existence surrounds him on all sides.

THE PROTECTIVE SLIME

However, even the fish does not expose his living skin entirely to contact with the world. He covers it with mucus, or slime, secreted by the living cells and exuded to the surface. That is what makes a fish slippery to touch.

This slime serves several purposes. In the first place, it acts as a lubricant, permitting the body of the fish to slide through the water without friction. In the second place, the slime protects him from attack by fungus, bacteria and other parasites, forming a protective coating. In the third place, it helps to make the fish watertight.

THE FUNCTION OF SCALES

When the fish first comes out of its egg it has no scales. At the appointed time scales begin to appear, of such size that, just touching each other, they just about cover the fish. As the fish grows he must continue to be covered by over-lapping scales. He does not achieve this as might be expected by adding to the number of scales. Each scale grows to keep up with that fraction of the fish's body which it covered in the beginning.

Each fish scale adds many rings each year; and yet the character of this ring-growth varies with the seasons to such an extent that it is possible for a practiced person to look at a salmon scale under a microscope and tell not only how old the fish is but also how many years it spent in the ocean and how many times it has spawned.

Perhaps the question may arise, why does anyone want to know these things? Because age and growth-rate are two of the most important guides for the fisheries workers.

The main object of fisheries work, whether in the field of commercial or sport fishing, is to maintain the supply of fish at a level sufficiently high to provide good fishing. One of the methods used is to determine at what size fish spawn, and to forbid the capture of fish under this size.

COLOUR

Fish can boast a brilliance, an iridescence, a variety of pattern, and an ability to change colour, unequalled by any other group in the animal world. In producing these, Mother Nature makes use of simple devices which she has abandoned in animals higher up the scale.

The iridescent hues of fish are caused by crystals of a substance called guanin. These



appear in silvery whiteness under the transparent skin of the fish's belly, but on its back they are overshadowed by the thick black pigment which forms that portion of the skin.

The colour pattern of the fish is traced by pigments in the skin. Some fish never vary, but the majority have the ability to change colour to a greater or less extent by making use of "chromatophores." These are little sac-like cells, shaped like many-armed stars, scattered throughout the skin in large numbers. They contain pigment which can become practically invisible by withdrawing into the centre of the cell, or can expose its colour in varying degrees by the extent to which it spreads out into the arms of the star.

Each chromatophore contains only one colour—red, orange, yellow or black—and it is the amount of these colours exposed to view which determines the colour pattern at any one moment. (The blue and green colours seen in fish are generally due to the reflections and interferences of light.)

Food conditions and minerals in the water also have an effect on the colour of fish. Dark water in a stream or lake produces darker-coloured fish, while a tributary stream may yield a lighter-coloured fish because of clearer water.

THOSE WONDERFUL FINS

The fins of a fish may be compared to the arms and legs of the higher forms of animal life; they are used to enable the fish to swim through the water.

The main propelling power of the fish is secured from the caudal or tail fin, assisted by the muscular body movement. If the movement forward is very rapid the other fins are drawn in closer to the body to reduce resistance. However, when moving at slower speeds the tail fin is assisted by the pectoral fins. If the movement is very slow, the pectoral fins are the chief agency of power, and these fins may be used to propel the fish forward or backward.

The pectoral fins as well as the ventral fins are of great value in checking sudden bursts of speed: spread and rigidly set, they allow the fish to stop almost immediately.

The pectoral fins also play a very important role in the continued existence of some fish. They may be reasonably called an auxiliary respiratory organ. Fish sometimes appear to be almost motionless in the water, yet these pectoral fins are in constant motion and keep a supply of fresh water moving in and about the mouth and gills.

In the delicate movements whose precision fascinates us, the fins play the major role. No one who has ever watched fishes can help being aware of the fact that they have a control of their own bodies in their own element unequalled by any other animal. One of the main reasons for this is that the weight of a fish in water almost equals the specific gravity of the water in which he lives. He therefore expends very little energy in moving the weight of his body through the water.

This last statement affords the reason why we can use lines of small breaking point to catch fish; it is only when we try to lift one from the water that his full weight encounters that force which we humans have to contend with all our lives—gravity. At this point gravity takes hold and if we do not use a net to land our fish, we are in danger of losing it.

Written In Appreciation

We Are Glad to Publish These Messages of Thanks from Customers

"Please find enclosed cheque for balance due on the suit I bought in Winnipeg. . . . Thank you very much again for your understanding and courtesy. . . . I was one of your Company's customers when in Montreal." — Message to Miss Szan, Women's Coats and Suits.

"Will you please convey to the Shopper (Miss J. Brooks) who filled my orders for delivery to the hospital, my sincere thanks for a job well done. The things were just right, and arriving each day, made a welcome surprise for my daughter. The choice was splendid."

"Each time I wear my suit a thank-you goes winging your way. . . . Lucky to meet a saleslady so ready and willing to be helpful. Kind regards also to clever Mrs. Karlin (fitter) for her major contribution to the result — a suit that really fits me, with which I am most pleased."—Letter to Miss L. Armstrong, Women's Suits.

From retired floorman Tom Johnston, thanks to the Furniture Department: "I

write to express my sincere appreciation for the kindness . . . a job well done. I received the shipment in perfect condition. Mr. Livingstone was very kind and thoughtful, also your staff. . . . Hope to visit Toronto Store very soon."

From a severely handicapped customer, a note of sincere appreciation to our driver (J. Currie), for his continued good services. "He is an ambassador of goodwill."

From a customer who called in an emergency for service on an electric range . . . "Please thank Dorothy, of Department 1057, who took the call—although it was Saturday afternoon and the servicemen off duty, she found one able and willing to get to our help without delay. Service is much appreciated." — (Mrs. D. Caplette, 1057.)

"The clerk who took my order was No. 8 (Mr. C. Belton, Annex Furniture). Never have I met with more courtesy, co-operation and willingness."

"Remember that you stand or fall by your own work." These are the words that a teacher spoke to the British novelist, H. E. Bates, when he was leaving school. "After 30 years these words have become part of my make-up," said Mr. Bates. "One of the hardest things in the world is to take responsibility for oneself.

It is very easy to explain that we have failed because somebody failed us; or the times were against us . . . luck was against us . . . we had a bad deal. . . . It is much harder to say that we have got, and will get out of life, what we deserve. The last judgment only proves that it is we who stand or fall by our own work."

One Solitary Life

A Thought For Lent

Here is a young man who was born in an obscure village, the child of a peasant woman. He grew up in another village. He worked in a carpenter shop until he was 30, and then for three years he was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family. He never went to college. He never put his foot inside a big city. He never travelled 200 miles from the place where he was born. He never did one of the things that usually accompany greatness. He had no credentials but himself.

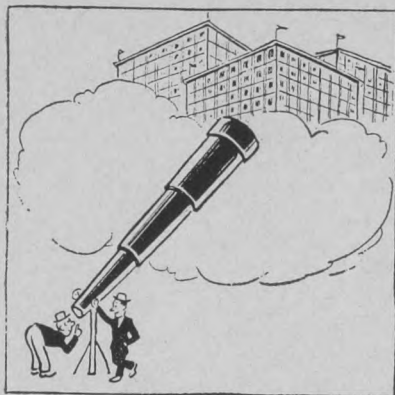
While he was still a young man, the tide of public opinion turned against him. His friends ran away. He was turned over to his enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. While he was dying, his executioners gambled for the only piece of property he had on earth, and that was his coat. When he was dead, he was laid in a borrowed grave through the pity of a friend.

Nineteen wide centuries have come and gone, and today he is the central figure of the human race and the leader of the column of progress.

I am far within the mark when I say that all the armies that ever marched, and all the navies that were ever built, and all the parliaments that ever sat, and all the kings that ever reigned, put together, have not affected the life of man upon this earth as has that One Solitary Life.

This anonymous tribute has been quoted many times by many speakers and writers, but the author remains unknown.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Basement Shoes—By Jean Sutherland

Congratulations to Elaine Charman of our office, who received a beautiful diamond on St. Valentine's Day from Mr. Irv Lobson.

Foodateria—By Mrs. Ruth Berg

Congratulations to Joyce Fizell and May Douglas, both of whom are wearing lovely diamonds. The lucky fellows are Lloyd Ditchfield and Cy Morton.

Congratulations also to Mr. and Mrs. Frank McEachern (nee Frances Gunnar) on the arrival of Craig Courtney who weighed in at 9 lb. 4 oz., January 22.

Glad to see all these people well and back with us and hope they will keep feeling better: Millie Barker, Thelma Granger, Bernice Brad, Addie Lauk, Betty Lytle and Harry Jacques.

Best wishes to our Mr. Weymouth who retired February 12.

5c to \$3.00 Department—By M. McCance

Congratulations to Eileen Palmquist of our Toy Counter, on receiving that lovely diamond ring. The lucky fellow is Mr. Edward Chankowski.

Two of our staff members have been absent for some time. They are Miss Mary Whelan and Miss Lucille Burch. Miss Whelan is in General Hospital and Miss Burch is in St. Boniface Hospital. We sincerely hope that they will both be back with us soon, again enjoying good health.

Ted and Mabel Creran are the proud (and we do mean proud) parents of a darling little girl whom they have named Diane Joy. Ted is in charge of our stockroom. Hearty congratulations!

We also have a Valentine's Day diamond. What a lovely day to get a diamond and what a lovely diamond! It is proudly worn by Geraldine McLellan and was given to her by Mr. Stan Safinuk. The wedding is to take place July 9 and we wish the best of everything to Gerry and Stan.

Basement Meats

In honour of Miss Joan Smith who recently left us, a large party of the department girls recently met at the home of Mrs. Lil Hudson. Joint hostesses were Mrs. Hudson and Mrs. Helen Trofiak. Joan was presented with a corsage and a set of kitchenware. The evening was spent in games, then refreshments galore finished off a grand evening. Thanks, Lil and Helen, we all had a good time.

Hosiery and Lingerie—By Angela Treger

Congratulations to Pat McKay on that beautiful engagement diamond. The lucky fellow is Ross McIver.



MAIN FLOOR

Notions—By V. Gillespie

February 16 the Notions had another social evening in the form of a smorgasbord at the Vasa-Lund. Our photo shows just a few of the happy people at this party. Everybody thoroughly enjoyed it and our thanks go to Mr. Shaw and his helpers for making these get-togethers so successful.

Glad to see Mrs. Phyllis Mutton back after her recent operation. Also glad that Irene Russell is well again.

Mrs. Nancy Grahame has left us to become a full-time housewife. On leaving, she was presented with a bedspread from the department.

Drugs and Toiletries—By C. O'Kelly

Sorry to lose Grace Anderson, Patent Counter, who has left us to concentrate on housekeeping duties. May Mason, Camera Counter, has also decided to make housekeeping her exclusive career. She, too, will be very much missed. Both girls received flatware from the department.

We are glad to hear that Mr. Blakeman is improving in health and hope he will soon be with us.

Edna McFarlene, Order Board, is another associate to whom we wish a speedy recovery.

We extend sympathy to Marlene McGregor, Filling Room, whose father died recently.

Hosiery and Gloves—By Norma Patterson

On Wednesday, January 19, the department girls held a luncheon at Moore's in honour of Sadie Daien, and showered the bride-to-be with lovely miscellaneous linens. A department dinner was held in Sadie's honour on Friday, January 28, when on behalf of her co-workers, Mr. C. Campbell presented Sadie with stainless steel kitchenware. The wedding took place February 5 with a reception at Menorah Hall.

Men's Furnishings—By E. Johnston

The department takes pleasure in congratulating Mr. and Mrs. J. Groves on the birth of their son, Johnny. A popular member of the Shirt Section, "Pa" had a proud gleam in his eyes when he passed around the cigars.

Mr. Tom Humphreys, department manager, whose quarter-century anniversary comes up in April, has taken a portion of his long holiday and left with his family for Texas, land of sunshine, oil and millionaires. Have a nice holiday, folks.

Maurice King's wife, Mary, has undergone a serious operation. It's nice to know that the latest reports from Maurice indicate she is making a splendid recovery.

SECOND FLOOR

Personnel Office

Personnel Office staff congratulates Eleanor Strachan on that flashing diamond now adorning her slender left finger. The discriminating gentleman responsible is Flying Officer Roy Mace. Nuptial plans, we hear, are for August!

Fancy Goods—By Mabel Deacon

We are pleased to welcome Miss Lillian Irlam back to work after an absence of several months due to illness.

Miss Patricia Irvine was presented with an electric kettle from the department, and a beautiful table from her associates, prior to leaving to be married. The wedding took place January 29 in St. Anne's Anglican Church, West Kildonan.

* * *

THIRD FLOOR

Groceries

Mrs. Mary Phillips of our office, who went to St. Boniface Hospital recently for a foot operation, is progressing very favourably at home, we are glad to hear. Hope to see you "on your feet" and back with us soon, Mary!

Third Floor Health Bar

Miss Louise Cyr left Saturday, February 5, to visit her sister in Auckland, New Zealand. She will sail from Vancouver on the "Orsona." We all hope Louise has a good trip and enjoys herself.

Hardware—By H. Smith

We regret to report the sudden passing of Mrs. Winnifred Serriani's husband, who was accidentally killed near Brandon on January 18. Our deepest sympathy goes out to Winnie and her two children.

Mrs. Ruth Hogan, of the Woodware Section, is back in the hospital. We hear she is progressing favourably, and hope it won't be long before she is back with us.

* * *

FOURTH FLOOR

Ladies' Dresses—By E. Buffie

We are happy to see that Miss Hulme has the cast removed from her arm in which it was encased for a fracture received through a fall just before Christmas.

Miss Hulme is a brick! She remained her pleasant, cheery self in spite of the handicap throughout those trying weeks. We admire your spunk, Hulmie, and wish you well.

We have yet to see a grandmother with a prouder walk than Mrs. Mary Bell when she showed tiny Susan Charlene, her first grandchild, around the department. The admiration of lovely young Susan, by Bell's associates, was clearly heard by the many "oh's" and "ah's" expressed.

Aye, yon's a bonnie wee bairn an' ye hae verra guid reason tae be proud o' her, dear grandmither. But, och! One look at the wee one, an' if ye ken Mary Bell, ye'll ken that it will no tak' long an' the lassie will be ready tae gie ye a big happy smile, juist like her grannie.

We are sorry to have to report that Mrs. Margaret Peterson (Young Moderns) is on the sick list as we write. Hope to see you well and back by the time this appears, Marge, for we all do miss you.

* * *

FIFTH FLOOR

Infants' and Girls' Wear—By F. Kellett

We are happy to have Mr. Barnsdale back with us after his illness.

We also want to congratulate Frances Terry on her recent engagement to Bernard (Bon) Gall.

Our sincere sympathy to Isabelle Wells and family on the recent loss of her father.

* * *

SIXTH FLOOR

General Office—By Geneva Hayward

Our best wishes to three happy girls who recently became engaged: Mary Hepner to Raymond Lagimodiere, Bernice Morley to

Nick Verklan, and Noreen Campbell to Bryan Wilton. Congratulations!

It's wonderful to have Mary MacDonald back with us after her long illness.

Hello, and a speedy recovery to Grace Hermanson who is ill in hospital.

Jean Freeman and Joan Thomas have left to make housekeeping a full-time job.

Our sincere sympathy to Dorothy Howard in the loss of her brother.

Floor Coverings—By Gladys McLean

Sorry we missed the last issue but now we have three births to report in our department.

Congratulations to Bill and Olga Robinson on the arrival of Paul Derek who weighed in on Christmas Day at 8 lb. 1 oz. Nice Christmas present, don't you think? Olga will be remembered working in the Wages Office.

Next to arrive was Craig Sommerville who was born on January 6—weight was 7 lb. Congratulations to Bill and Mrs. Sommerville.

Congratulations also to Jim Cooper in our Workroom, and to Mrs. Cooper. Their baby girl, Susan Dianne, was born on January 22.

The flu caught up with quite a few of our staff lately but glad they are all back on the job again.

Draperies

A banquet was held on Tuesday, February 1, at the Marlborough Hotel in honour of three members from W267 Drapery Department. Mr. H. Pilling acted as M.C. in his usual cheery manner.

Mr. Wes Fidler, who has left the Company to enter the decorating field in Fort William, was presented with a lovely brown leather brief case by Mr. H. W. Cooper. Mr. Cooper spoke highly of Mr. Fidler's work and wished him the best of luck in his new position. Mr. Fidler thanked the members of the department for the assistance he had received during his stay with us.

Mr. Monty Sclanders, transferred to the Radio Department, was presented with golf clubs by Mr. J. A. Price.

Miss Shirley Hetke, who left us recently to become the bride of Mr. Monty Sclanders, was presented with a mantel clock. Miss L. H. Prince spoke very highly of Shirley and wished her much happiness.

Joan Rogers played the piano for the singing, accompanied by Jack Pickes on his tin whistle. Mrs. Margaret Lough sang a solo. Mrs. Elsie Brownridge and Mr. Stan Derragh, who arranged the party, deserve a hearty vote of thanks for their services.

We are glad to hear that Alice Plamondon is recovering so well from her recent operation. All good wishes, Alice.

It is good to see Walter Ritchie back with us after his recent illness.

* * *

EIGHTH FLOOR

Wages Office

A breakfast was held Friday morning, January 21, at Moore's Mikado Room, in honour of Miss Helen Rennie, who became the bride of Mr. Len Priess on Saturday, January 29. Helen was presented with a walnut coffee table on behalf of those present.

Congratulations are in order for two of the girls: Dorothy Tinck, who received a lovely diamond ring from Mr. Ed Clupp on January 8, and Sylvia Waters who became engaged to L.A.C. Art Kalinchuk on February 14.

We are happy to have Miss Evelyn Knight back with us again after her stay in Calgary, and also to see George Farrell back feeling fine after his recent operation.

Women's Dress Alterations

Our best wishes to Mrs. Natalie Kautz who retired February 1.

Glad to say Miss Caithness is on the road to recovery following her recent operation. Hope to have you back with us soon, Winnie.

Helen Ledochowski became the bride of William Sawka, January 1 at Robertson Memorial Church. Helen was presented with a beautiful wool blanket and other gifts from the department and friends. Best of luck and happiness in the future, Helen and Bill.

Budget Plan Department—By E. Tamplin
Congratulations and best wishes to Joan Masson whose marriage to Michael McCuaig took place on February 5 at St. Aidan's Church. Joan was presented with a gift of lovely Swedish candlesticks and glassware.

Sorry to report that Verla Busch is ill in the hospital. We hope you will be back with us soon.

Welcome back to Muriel Clarke, Francis Wells and Ruth McLellan who have all been on the sick list.

* * *

ELEVATOR UPS AND DOWNS

By Aldous Brow

Sorry to say good-bye to Ellen House who transferred to M.O. Children's Wear. Ellen received linens as a parting gift from her co-workers.

We have also lost Aileen Dufly and Joan James. To Aileen we gave a parting gift of a linen luncheon set, and to Joan, lingerie. We'll miss you girls—loads of luck!

Glad to have Ernie Lund and Evelyne Pogue well again and back with us.

A big welcome to Josephine Van den Berg who comes to us from The Hague, Holland. We hope you'll be very happy with us, Josie.

Best of luck to Al Jones and Ted Youd who recently left our department. Al is with Fire Inspectors and Ted with Engineers.

A big hello to George Stagg who is back with us after being at the Warehouse for some time.

To Yvonne Ferrell and Ernie Lund and their families we extend our sincere sympathy in their recent sad bereavements.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By F. Spice

Ruth Comack and Ruth Paul have left us to work in other departments. We wish them the best of luck and success in their new work.

Miss Margaret Leonard left us January 29. Her marriage to Alain Belliveau took place January 28 at St. Eugene's Church. Margaret received a bedspread from the department. Our best wishes to the happy couple.

Miss Audrey Morley left us January 29 to be married to Henry Sikora on February 5 at St. Paul's Church. She received gifts of blanket, sheets and pillow cases from the department. Best wishes, Audrey and Henry!

Miss Wilma Butt was guest of honour at a dinner held at the Homestead on Thursday, February 3, when covers were laid for 16. She was presented with a corsage and kitchen utensils. Before leaving us February 5, Wilma received a carving set from the shower fund and a pressure cooker and set of Teco ware from the department. She was married February 12 at Young United Church to Nicholas Green. All our good wishes.

On Friday evening, February 11, the men of the Freight Shipping Floor held a stag party at the home of Jack Ridgedale in honour of Dave Matthew, whose marriage to Miss Florence Jones took place on February 19. On behalf of those present, Mr. B. Galbreath presented Dave with a torchere lamp. Dave also received blankets from his associates in the department. We wish Dave and Florence the best of luck and happiness.

* * *

FOURTH FLOOR

M.O. Women's Footwear—By L. Shadbolt

Congratulations to Janny Tiel on her engagement to Peter Boer. Wedding bells will ring in August!

M.O. Children's Footwear—By D. Clubb

Our sincere sympathy to Bertha McDougall on the recent loss of her father.

M.O. Hardware—By B. Landry

Belated congratulations to Alex and Mrs. McLeod on the birth of a daughter, Edith Eileen, on Christmas Eve.

Sorry to report that Con West is still away. Get well soon, Con!

We extend our deepest sympathy to Jean Crowe in the loss of her mother; to Mrs. Christie in the loss of her uncle; and to Stan Bilyk in the loss of his brother.

* * *

FIFTH FLOOR

M.O. Stationery

On Thursday, January 27, James Thom celebrated 30 years with the Company. Mr. Norm Gregg did the honours by presenting Jim with an easy chair on behalf of the department. The following evening Mr. and Mrs. Thom entertained the department staff in their home. A gift of a tap and die set (ask James what it is) was presented on behalf of those present. Congratulations, Jim and Dot, and thanks for a wonderful evening.

* * *

SIXTH FLOOR

M.O. Dress Goods—By Winnie Crowston

Cupid has been at it again in our department. This time his target was Carleen News-ham who is wearing a very lovely diamond received from Robert Eisner. Congratulations, Carleen!

* * *

SEVENTH FLOOR

M.O. Lingerie—By Bea Nash

A beautiful Valentine diamond is the cause of that extra glitter around Alice Cuthill these days. Congratulations to Alice and best wishes to her Mr. W. Lord. Wedding bells will soon be ringing for them.

We were sorry to say good-bye to Joyce Kirk who left the department on February 13.

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Before Sheila Lloyd left to marry Lorne Closen at St. Edward's Church on February 19, she received bedding and other useful gifts from the girls.

We extend our sympathy to Edith Newman in the sudden loss of her brother.

M.O. Cashiers—By Elsie Norton

Our Myrna Pals was married to L.A.C. Louis Begin on February 5 in St. Boniface Chapel. She received a lovely bed throw and linen from the department. Best wishes to these newlyweds who are going to reside in Germany.

Congratulations to Mr. and Mrs. Ken Aikman on the birth of a baby boy, Kenneth Murray.

M.O. Correspondence

By S. Filteau and A. Thomson

That little lad with the bow and arrow has done it again! On January 19, Marge Smith came in wearing a lovely diamond given to her by Clifford Locke. Congratulations!

* * *

NINTH FLOOR

M.O. Hose and Gloves—By Bill Stewart

Our sincere sympathy to May Scott in the recent loss of her sister in Agassiz, B.C.

Men's and Boys' Furnishings—By D. Dee

To the gentlemen curlers of our staff we wish a successful season. Special congratulations to Mel Jenkins who participated in the bonspiel.

Our sincere sympathy to Mrs. Jessie Mik-lash in the recent loss of her father.



CONTACTS

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PRINTING PLANT

By M. Torrance

Congratulations to Mr. and Mrs. R. Sigurdson on the birth of their daughter, Sandra Jane, January 21, 1955. Sandra weighed 6 lb. at birth.

St. Anne's Anglican Church, West Kildonan, was the scene of a pretty wedding, Saturday, January 29, when Richard Savage and Patricia Erwin were united in marriage. The reception was held at the West Kildonan Legion. Congratulations and best wishes for the future.

Best wishes for Mrs. R. Holgate and Mr. Walter Paige on the occasion of their retirements, Mrs. Holgate after 25 years and Mr. Paige after 34 years.

A "thank you" from all of us to Mr. Chas. Peters and his committee for the planning and preparation of the department party at the St. Charles Hotel, Friday, February 11.

To those who are leaving us to take up residence in Toronto: health, happiness and good fortune in your new homes and place of employment.

* * *

March Long-Service Anniversaries

THIRTY-FIVE YEARS

John Johnston, M.O. Sportswear... March 13
Sydney Lentle, M.O. Packing... March 13
Frank N. Cowley, Sporting Goods... March 15
Miss Elva H. Bell, Sales and
Expense Office... March 15
Harry Shimmen, Groceries... March 24
Mrs. A. J. Bean, Alterations W.R... March 25
Charles F. Turner, M.O. Packing... March 29
James A. Barbour, M.O. Packing... March 29
Oliver Freeman, M.O. Packing... March 29
George F. Lovell, General Office... March 29
John W. McLennan,
Grill Room Bakeshop... March 30

TWENTY-FIVE YEARS

Reginald A. Dash, Delivery... March 10
Miss M. M. Revie, Fashion Salon... March 17

RECENT APPOINTMENTS

Winnipeg

Department W67—Draperies, Chintzes, Cretonnes, Slip Covers, Cedar Chests, Curtains, Window Shades, Rods and Tents:

MR. T. DODDS, department manager. (This is in addition to his present duties in Department W74.)

Department W55 — Farm Implements, Harness, Lumber, Building Materials, Fencing and Brooders:

MR. G. EDGINTON, department manager.

Department W237—Men's and Youths' Shoes, Slippers, Rubbers and Winter Goods:

MR. J. P. EVANS, assistant.

New Department, Winnipeg Store

Effective immediately, the following new department is being opened in the Winnipeg Store, located on the Second Floor, Donald Street:

Department W570—Sewing Machines:

MR. W. G. THOMSON, manager;

MR. C. M. LIVINGSTONE, department manager.

MR. F. R. SIDDALL, assistant.

Port Arthur

Pt.A.229—Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats, Caps and Furs:
MR. J. MURRAY, department manager.

Pt.A.201—Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neck Wear, Belts:

MR. R. GRAVELLE, department manager.

Pt.A.212—Drugs, Toiletries, Soaps, Cameras, Books, Stationery, Candies, Jewellery, Hollow-ware, Flat-ware, Watches, Clocks, Hand Bags, Leather Goods, Notions, Shoe Findings, Fancy Goods and Wools:

MR. R. MASTERS, assistant. (In addition to present duties in Department Pt.A.1100.)

Stettler-Camrose Order Offices

MISS B. HOWARTH, of the Camrose Order Office, is temporarily in charge of the Stettler Order Office. MISS J. CLARK will be in charge of the Camrose Order Office during Miss Howarth's absence.

SUGGESTION WINNERS

In this issue of our magazine we bring you an invitation to submit Your suggestions!

Mr. W. Kindret (\$15), of the Elevator Department; Miss G. Quirt (\$10), of Basement Store Piece Goods, are recent winners. Why not try?

Time To Use The Staff Training Library!

Drop in and plan a reading program, long or short, with one of the members of the Training staff. Systematic reading can develop your capacities, make you ready for further responsibility and possible promotion.

"Interest Follows Attention." Give your attention now to furthering your knowledge and you can depend on your interest growing and your job, whatever it may be, will be more satisfying.

DON'T DELAY—Now is the Time to Borrow from the Staff Training Library.

Here are some titles:

How I Raised Myself from Failure to Success in Selling.

Know Your Merchandise.

Public Speaking and Influencing Men in Business.

Effective Business Writing.

Problems in Retailing.

There are many other books. Come in and start now!

In Memoriam

"Beyond the silent night . . . a door that leads to light."

FREDERICK A. WILSON

Retired stock-keeper with many years' service in the M.O. Notions, Fred Wilson passed away Sunday, January 23. He had been in Canada 43 years and worked over 40 of those years for Eaton's. He will be greatly missed by hundreds of Eatonians who knew him, and especially by his many friends in the Mail Order. Surviving are his widow, Gladys; a brother and two sisters. Deep sympathy is extended to them from us all.

EDWARD DAVIDSON

On Tuesday, February 15, Mr. Davidson died at home in the family's St. James residence. A member of our Engineers' staff for over 20 years, he is survived by his widow, Margaret; a son, Edward; two sisters and a brother. To them goes heartfelt sympathy in their loss.

MRS. A. HECTOR BOWSER

Retired from the Women's Coat Department some years ago, Mrs. Bowser's service with the Company was about 20 years. Her passing will be regretted by those present and former members of the staff with whom she worked. Sincere sympathy to her husband, and her surviving sister.

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of a Mother

Mr. H. Jacques Foodateria
Mr. G. A. Jacques Picture Workroom
Miss M. Poranski Men's Clothing
Mrs. M. Denyer M.O. Sporting Goods
Mr. A. Cooper (Stepmother) Engineers
Miss J. Crowe M.O. Hardwares
Mr. W. Boswell Caretaking
Mr. C. H. Walker General Office
Mrs. Mary Zydyk M.O. Household Linens
Mrs. L. Robinson Telephones
Mr. F. E. Olson Optical
Mr. A. Wylie Paints

In the Loss of a Brother

Miss E. Newman M.O. Copying
Mrs. D. Howard General Office
Miss S. Bilyk M.O. Hardwares
Mr. H. D. Macnamara Stock Audit

In the Loss of His Wife

Mr. S. Kruk L., H. and Power

In the Loss of a Father

Mrs. M. Wilson Draperies
Mrs. J. Miklash M.O. Men's Furnishings
Miss M. McGregor Drugs, Toiletries
Mr. D. M. McGregor Receiving
Miss R. McGregor Luncheonette
Mr. E. Lund Elevators
Mrs. B. McDougall M.O. Children's Shoes
Mrs. I. Wells Children's Wear
Mr. Dave Deally City Despatch
Mr. L. Roper Household Linens
Mr. E. Davidson Painters

In the Loss of a Sister

Mr. R. Murray Drugs, Toiletries
Mr. M. Larcombe Contract Sales
Miss G. Parsons Jewellery, Handbags
Miss M. Scott M.O. Hose, Gloves

In the Loss of Her Husband

Mrs. E. Neely Grill Room Kitchen
Mrs. W. Sirianni Hardwares

The New Spring and Summer Catalogue

Is one of which Eatonians may well be proud. The largest book published in Canada, it offers over 14,000 items—a grand panorama of the things that make the Canadian way of life the envy of the world. It is the greatest salesman of Canada's products, for over 85% of the merchandise offered is Canadian-made.

The opening pages of the Catalogue are devoted to Fashions, about 80 pages in all.

"Wonder" fabrics, the synthetics with their special qualities of endurance, washability, etc., of such importance in the current fashion picture, are well represented. The book opens with a spread of them in four-colour, and emphasizes the promotion in headings and fashions by cutting out letters, mounting them on a brick wall, and using this as an attention-rousing background for the figures. Nylon, Orlon, Dacron, Dynel, and their combinations, are found not only in dresses; for the first time pastel-coloured short coats that are hand-washable are shown.

Another of our "firsts" this season is a showing of "Signature Prints," a group of lively fashions in fine Cotton, printed with original designs by noted American artists.

A new size range has been introduced in suits and coats—Misses' Talls—for misses over 5 feet 8 inches.

We show five "Bellefairs" in the fashion pages: a suit, a raincoat, a coat and two dresses. Other branded lines include Glen-eaton slacks and the Eatonian sweater.

Women's Hosiery introduces a "selector dial" for the easy choosing of the right gauge and denier. New "Nylomist"—Nylons treated to absorb moisture—adds foot comfort; new garter tops offer women the four freedoms: from girdles, garters, belts and binding.

Fabrics take on many new faces for Spring '55: permanently printed Cottons, new Broadcloth; "Poodle" embossed Cris-kay; "No-rink-el" Cotton Prints; "Shan-grila" corded weave Rayons; "Puc-a-duc"—a new Dacron crunchy; and signed originals—distinguished patterns designed and signed by famous artists.

Denims have invaded the bedroom and now appear as bedspreads and matching drapes.

Exclusive with Eaton's are "Dylaine" Blanket Throws. They resist moths, insects, rot, mould, burns, stains and many chemicals. In addition they are attractive, warm and durable.

First with Eaton's are shoes with the new "Miracle-heel supporter." It takes all sorts of twisting, tugging and turning in its stride and springs back into place.

In the Men's Wearables a noticeable feature is the number of fabrics in suits,



jackets and trousers that are spot-resistant, water-repellent and crease-resistant—made possible by "Duraleen" and "XL4" finishes.

"Pre-shrunk-to-Fit" Cotton Underwear is another exclusive with Eaton's in the Mail Order field.

For homes: water softeners, knock-down steel kitchen cabinets, new tilings, wall-boards and building materials; aluminum screens in the "Do-It-Yourself" field.

The Catalogue has devoted practically a whole page to Instructions and Hints in five languages other than English, as guides to help new Canadians in their adjustment to Canada's ways and shopping customs.

With the mailing of this big Spring Book one era comes to an end and a new one begins for the famous Eaton Catalogues. Since 1901 these books have been produced in Eaton plants, expanded as necessity demanded until finally the addition of more and more pages made operation in the old plants impractical. A big, new modern plant has been built by the Murray Printing and Gravure Company in which to print all future Eaton Catalogues.

Now the last big hurdle in bringing this new plant to life begins—the moving of more than a thousand tons of presses and equipment. Presses will be shipped from Winnipeg, trucked from Dufferin Street, slung out of second and third floor windows, hoisted out of basements. The next Summer Sale will be ready to go on as each press starts to roll and Canada's Shopping Guide will continue to reach millions of Canadians without interruption.